

Abstract of the Disclosure

A spark plug 100 has a glaze layer 2d formed on a surface of an alumina based insulator 2 contains 1 mol% or less of a Pb component in terms of PbO. The glaze layer 2d comprises 5 35 to 55 mol% of a Si component in terms of SiO₂; 15 to 35 mol% of a B component in terms of B₂O₃; 5 to 20 mol% of a Zn component in terms of ZnO; 0.5 to 20 mol% of a Ba component in terms of BaO; and 10 to 15 mol% in total of at least one alkaline metal component of Na, K and Li, in terms of Na₂O, K₂O and Li₂O, 10 respectively.